Connecting with the Consumer

ECR AUSTRALASIA EFFICIENT CONSUMER RESPONSE

23 & 24 October 2014
Crown Conference Centre
Melbourne, Australia

ECRA's Annual Supplier & Retailer Convention

GMA
The Association of Food, Beverage and Consumer Products Companies

Jim Flannery

Senior Executive Vice President, Operations, and Industry Collaboration

Jim Flannery is currently the Senior Executive Vice President, Operations and Industry Collaboration at the Grocery Manufacturers Association (GMA). Mr. Flannery leads the association's Industry Affairs practice and has primary responsibility for developing and implementing collaborative relationships, initiatives and programs with retailers and their trade associations across all retail channels. In addition, Jim will help GMA identify and implement innovative services and programs that will enhance the value of GMA membership.

Jim most recently served as Managing Director, Customer Development, Procter & Gamble (P&G) Global Operations. He spent 36 years at P&G, holding various positions in customer business development and market strategy and planning.

Jim's responsibilities around the world for P&G began in the U.S. soap and detergent and food and beverage businesses from 1977-1994, where he had sales and management roles in the coffee, orange juice, shelf stable drink, peanut butter and snacks businesses. He served as Market Strategy and Planning Manager for P&G's food and beverage business before departing to Australia in 1994. From 1994-1998 he directed customer business development and customer marketing in Australia and Asia.

From 1998 to 2003, Jim served as Director, Worldwide Customer Marketing. He has been in his current role since 2003. He has direct responsibility for all of P&G's industry-wide commercial collaboration efforts and the internal capabilities required to deliver them.

Jim has also held volunteer leadership positions at GMA, the Food Marketing Institute and Efficient Consumer Response-Asia. He was also instrumental in the creation of the Consumer Goods Forum.

A native of New York, Jim holds a B.A. degree in Human Resources Management from Upsala College in East Orange, New Jersey.